

## **Principles of Marketing**

BADM 201

Number of Credits: 3 Credits

### **Course Description:**

This is an introductory course which incorporates both traditional and contemporary aspects of marketing. Topics include environmental analysis and marketing research, consumer analysis, product (service) planning, distribution planning, pricing, promotion planning, social responsibility, overall marketing implementation and program evaluation.

**Pre-/Co-requisites:** None

### **Course Objectives:**

After taking this course students should be able to:

- Identify important marketing concepts and be able to apply them.
- Analyze and critically discuss important marketing issues.
- Analyze and discuss diversity as it affects marketing.
- Understand that marketing is truly all around us and affects everyone.
- Identify and effectively communicate the marketing process.
- Understand consumer behavior and target markets.
- Develop a basic marketing plan.
- These course objectives meet the following MSU-B General Education Goals; #1, to develop the ability to communicate, #2, to develop thinking skills, #8, to understand and appreciate cultural diversity, and #9, to develop lifelong learning skills.

### **Instructor:**

**Keri J. Keith, MA**

**Office:** Thatcher Hall, 205

**Office Hours:** Online

**Telephone:** 228-5624

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**Lecture/Lab Schedule:** Online

### **Required Text:**

Marketing, 13th Edition – Kerin, Berkowitz, Hartley, & Rudelius. ISBN: 978-1-259-57354-5

### **Course Requirements and Evaluation:**

Course requirements consist of class participation, assignments, quizzes, and exams.

### **Tentative Course Outline**

**Module 1:**

Start to class, introductions, Chapter 1  
Chapter 2 and 3  
Chapter 4 and **Assignment:**  
Exam 1, chapters 1-4.

**Module 2:**

Chapter 8  
Chapters 5 and 6  
Chapters 7 and 9  
Exam 2 - Chapters 5-9

**Module 3:**

Chapter 10, Assignment – Create product and marketing strategy  
Class time for assignment  
Product and strategy due  
Chapter 13  
Chapter 15 and 18  
Exam 3 - Chapters 10, 13, 15 and 18

**Module 4:**

Chapter 11  
Chapter 19  
Final exam - Chapters 11 and 19

**Grade Weighting**

4 exams @ 100 points each:	400 points
Product Creation assignment:	200 points
You Bought What?	100 points
<u>In class Assignments:</u>	<u>150 points</u>
Total:	points

**Grading Scale**

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

**CTE Competency/Department Learning Outcome(s):** The student learning competencies of career and technical

education degree programs are as follows:

- Employ industry-specific skills in preparation for workplace readiness
- Combine general education and vocational skills curriculum

**Relationship to Campus Theme:** A focus on the growing “green” movement in business marketing and management. Also addressing consumption and the new technologies that are affecting the business industry. Students will also understand how to utilize these new

ideologies and tools to their benefit, as well as the benefit of the world and society as a whole as emerging leaders.

### **Classroom Policies:**

**Absences and Assignment Due Dates:** Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

**If you do not complete an exam before the closing time and date of the exam you must contact me immediately to reopen the exam. Students are only allowed to make up ONE exam per course.** The exam grade will be docked 10% per day for late points. This is the policy in all situations. **Please do not wait until the last day and the last hour to take an exam in order to avoid issues with completing the exams on time.**

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

### **Student Email Policy:**

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

### **Academic Integrity:**

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the

Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

**Disabilities or Special Needs:**

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

**Title IX:**

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.